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Neighbors Building Neighborhoods (NBN)

Strategic Citizen Participation Process

Neighbors Building Neighborhoods (NBN)

VISION

Neighbors Building Neighborhoods (NBN)

GOALS

- To develop and maintain stable, healthy and diverse neighborhoods;
- To encourage the development of strengths, assets and capacities of neighborhoods, residents, organizations and institutions;
- To provide a comprehensive, on-going process for citizen input;
- To use the Campaigns outlined in the City's Renaissance Plan as a guide for determining sector activities.

Neighbors Building Neighborhoods (NBN)

Community Participants

Business Community:

- Eastman Kodak Company
- City Newspaper
- Citibank
- Rochester Gas and Electric
- Chase Manhattan Bank
- First Federal Savings & Loan Bank

- LeCesse Construction
- Annie Marie LaBarbour Associates
- Lyons Consulting Services
- Enterprise Foundation
- Ziff-Davis Education Center
- Wegmans Food Markets
- Tops Friendly Markets

Institutions and Foundations

- University of Rochester
- Rochester Institute of Technology
- Rochester City School District
- Monroe Community College
- Rochester Area Community Foundation
- Daisy-Marquis Jones Foundation
- The Chase Manhattan Foundation
- Arts and Culture Council
for Rochester

Neighbors Building Neighborhoods (NBN)

Community Participants (cont'd)

Faith Community

- Rochester Black Minister Alliance
- Catholic Diocese of Rochester
- Mosque Masjid-Ui-Tawq

Non-Profit Organizations

- United Neighborhood Centers of Greater Rochester
- Neighborhood Preservation Companies
- St. Mary's Hospital
- Jordan Health Center
- Rochester Effectiveness Partnership
- Action for a Better Community
- Landmark Society
- Legal Aid Society
- AIDS Rochester
- Rochester Transit Service
- Visual Studies Workshop
- Prevention Partners, Inc.
- Pyramid Arts Center
- Memorial Art Gallery
- African American Cultural Center
- Ibero-American Action League
- Urban League of Rochester
- Lifeline
- Monroe County Legal Assistance
- Rochester Community Television
- Science Linkages
- United Way

Neighbors Building Neighborhoods (NBN)

Summary of Results

The City is divided into ten planning sectors which are now used by the City, County, United Way and others for data collection, analysis and planning activities.

As a result:

- The Sector committees identified 895 activities in the following Goal Theme areas: Promote a Healthy Thriving Workforce and Businesses, Safe Environment, Quality Education, Healthy Neighbors, Vital Housing, Preservation of Green Space, Neighbors Being Neighborly, Efficient Transportation Systems, Attractive & Appealing Neighborhoods and Responsive & Efficient

Community Services;

- Over 78% of the total 895 Sector Action Plan activities have been completed;
- The City Administration's annual budget process now reflects those projects and / or programs that are related to NBN priorities;
- Sector Action Plan concepts are included in the City's Renaissance 2010 Plan;

Neighbors Building Neighborhoods (NBN)

Summary of Results (cont'd)

- The sector committees are now considered to be the "sounding board" for community involvement initiatives (e.g. City's Renaissance Campaigns, Federal Enterprise Community Zone, Community Development Block Grant and Capital Improvement Program);
- A comprehensive marketing program (including logos, banners, mouse pads, posters, pins, T-shirts, posters, folders, newsletters, publications) was created to promote NBN citywide;
- Residents are in the limelight and are reinventing their community through initiatives such as the brokerage of services for new supermarkets; participating in the planning of new community schools; assisting in the development of new businesses; creating 3 new Community Development Corporations (CDC); developing investment clubs; obtaining mobile police stations; purchasing parcels of open land and applying for grants to establish neighborhood concert series, symposiums and charter schools.

NBN Initiatives

NBN Partner Contributions

- **Rochester Area Community Foundation**
 - NeighborGood Grant Program
- **Arts and Culture Council for Greater Rochester & Citibank**
 - Culture Builds Communities Program
- **Daisy Marquis Jones / Enterprise Foundations**
 - Planning grant, technical assistance and equipment for Sector 4 & 10 Community Development Corporations (CDC)
- **RGE**
 - Staff liaison assistance to sector committees
 - Equipment, sponsorships & energy conservation assistance

NBN Partner Contributions

(continued)

- **Ziff-Davis Education Center**
 - Computers, software and training
- **Science Linkages in the Community**
 - Support for City's NeighborLink Network Initiative
- **Monroe Community College**
 - Human services interns, AmeriCorps workers
- **Kodak**
 - Office space, equipment and staff support
 - Volunteers for neighborhood beautification projects
 - Contributions for special projects

NBN Partner Contributions

(continued)

- **Rochester Institute of Technology (RIT)**
 - Student interns
- **University of Rochester**
 - Collaborations with the Alumni Relations & Development Office
 - Student designed open-air classroom models
 - Web-site development assistance
- **Empire State College**
 - Restoring Keystones Photo documentary Exhibit
- **Time Warner Communications**
 - Public service announcements
 - Donated pagers to business owners

Other Resources Leveraged

- U.S. Department of Justice Weed and Seed Funding
- Ad Council of Rochester - Promotional Assistance
- Federal Transportation Funds
- Genesee Transportation Council (GTC) - Planning Grant
- Regional Transit Service - Tour Bus Service
- New York State Charter School Application Funds
- Mattsson-McHale Foundation grant for the Monroe Theatre Renaissance Project

Other Resources Leveraged

(continued)

- Daisy-Marquis Jones Foundation
- The Enterprise Foundation
- Enterprise Community Zone & Economic Development Zone support
- Coalition of South East Providers - Human Service Directory
- Tops Friendly Market Development Project
- Rochester Effective Partnership - Evaluation Model & Study

NBN Update Process

Preparation of the Sector Action Plan Amendments

- Develop Asset Inventory
- Consultation Meetings with Implementing Partners
(City Departments, Agencies, etc)

Final Sector Action Plan Amendments Completed (December, 1999)

Implementation Phase (January, 2000 -June, 2001)

Planning Phase to Update Plans (July , 2001 -December, 2001)

Sector Action Plan Amendments Completed (December, 2001)

Implementation Phase (January, 2002 -June, 2003)

Expanding Our Implementing Partners

- Funding Resources (i.e., grants, project support, etc.)

- Internship Programs
- Program Development
- Donations (i.e., equipment, materials, tools, etc.)
- Volunteers
- Research
- Project Management and Development
- Capacity Training
- Promotional Campaigns
- Linking and Merging Community Initiatives

CAMPAIGNS

The City of Rochester's Neighbors Building Neighborhoods (NBN) process helped to provide a foundation and context for the development of Rochester's Comprehensive Plan (Renaissance 2010). The following information highlights examples of the Sector activities toward accomplishing the goals of the Renaissance Plan Campaigns.

- **Involved Citizens**
- **Educational Excellence**
- **Health, Safety & Responsibility**
- **Environmental Stewardship**
- **Regional Partnerships**
- **Economic Vitality**
- **Quality Service**
- **Tourism Destination**
- **Healthy Urban Neighborhoods**
- **Center City**
- **Arts and Culture**

Involved Citizens

(Neighbors Interacting)

- Lake Avenue Improvement Projects and Fast Ferry Proposal (Sector 1)
- New Eckerd Store Proposal (Sector 2)
- Brown Street Development Plan (Sector 4)
- Reconstruction of Monroe / University Ave. (Sector 7)
- Design Charettes (Sectors 4, 7)

Educational Excellence

(Community Involvement In Schools)

- John Marshall School Collaboration (Sector 2)
- James Madison School of Excellence (Sector 4)
- Charter School Application (Sector 10)
- School of Choice Process (RCSD)
- School Principals and Sector Leaders Partnership
- Early Warning Timely Response Program
- Adopt A School Program (Fire Dept.)

Health, Safety and Responsibility

(Safe Environment)

- Senior And Lawmen Together (Sector 1)
- Mobil Police Substation (Sectors 1, 2)
- Adopt a Street Program (Sector 2)
- ACT 2 Call Management System (Sector 3)
- Speed Watch Initiatives
- Code of Conducts (Sectors 2, 3, 4)
- Student Pac-Tac Patrols (Sector 5)
- New Pager System (Sector 6)

Environmental Stewardship

(Preservation of Green Space)

- 2299 East Main St. green space (Sector 8)
- 238 Merchants Rd. garden
- Goodman / Webster Gateway
- Park Park Avenue Green (Sector 7)
- Rochester Blossoms Program (City-wide)

Healthy Urban Neighborhoods

(Vital Housing)

- New Development
 - Symphony Terrace Townhouses (Sector 5)
 - Chevy Place Townhouses and Rentals
 - Frederick Douglas Village
 - Downtown Loft Housing
- Rehabilitated Structures
 - Electric Avenue (Sector 2)
 - Quincy Street (Sector 8)
- Historical Preservation Districts
 - Seneca Parkway (Sector 2)
- Landlords & Tenants Initiatives (Sector 2, 6, 7)

Quality Service

(Auto Traffic Issues)

- Safe Passages Program
 - Speed Humps (Sector 7)
 - Neighborhood Speed Watch (Sectors 2, 3)
 - Digital Speed Display Trailer
 - Street Traffic Calming Activities

Arts and Culture

(Attractive & Appealing Neighborhoods)

- Rose Festivals and Gorge Tours (Sector 2)
- Neighborhood Banners (Sector 3)

- **Student Mural Project (Sector 4)**
- **14621 Neighborhood Promotional Campaign (Sector 9)**
- **Youth Basketball League**
- **Neighborhood Festivals**
- **Neighborhood Gateway Projects Signs (Sector 10)**
- **Scio Street Mural**
- **Neighborhood Greenhouse Project (Sector 8)**
- **Community Art Center (Sectors 7, 8)**

Economic Vitality

(Promote Healthy, Thriving Workforce & Businesses)

- **Sector 4 Community Development Corporation**
 - CDC Office
 - Brooks / Genesee Project
 - West Square Manor
 - West Avenue Tops
- **South East Art Development**
 - CDC Office
 - Monroe Theatre Renaissance Project
 - Monroe Avenue Design and Business Development
- **North East Neighborhood Alliance (NENA)**
 - CDC Office
 - Upper Falls Tops Plaza
 - Land Trust Initiative
 - Gateway Projects
 - Freddie Thomas Neighborhood Leadership
 - GIS Mapping Project
 - NENA News Magazine, Web-site & Video Series

Economic Vitality

(Promote Healthy, Thriving Workforce & Businesses)

- **South East Area Business Directory (Sector 6)**
- **Group 14621 Industrial Park Development (Sector 9)**
 - Assisted with site name
 - Tenant selection and job development
- **Tax incentives & utility discounts in the ECZ and EDZ Areas (Sectors 3, 4, 9, 10)**